REMARKS

Claims 1-16 and 18-26 are pending. Claims 1, 7, 8, 10-14, 16, 19, 20, and 22 have been amended, claim 17 has been canceled, and claims 23-26 have been added to recite additional features of the embodiments disclosed in the specification.

Reconsideration of the application is respectfully requested for the following reasons.

In the Final Office Action, claims 1-22 were rejected under 35 USC § 102(a) for being anticipated by the system disclosed in Applicants' specification corresponding to related-art Figure 4. This rejection is respectfully traversed for the following reasons.

Claim 1 recites separately storing, in a first memory area, brightness control information for a plurality of brightness levels in each of at least two power mode types. In addition to these features, claim 1 recites "respectively storing, in different locations of a second memory area, the brightness control information read out from the first memory area for the first and second power modes." The related-art system shown in Figure 4 does not perform this storing step.

As shown in Figure 4, a first memory area (200) is provided to store brightness control information for each of an AC adaptor mode and a battery mode. When a user adjusts the brightness of the display, a corresponding index code is stored in a second memory area (201 or 180). However, unlike claim 1, the related-art system of Figure 4 does not respectively store in different locations of its second memory area the brightness control information read out from the first memory area for the first and second power modes. Performing this respective storing

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step, for example, prevents all the levels in the first memory area from being searched through every time an adjustment is made, and this is true either when an adjustment is made within the same power mode or from one power mode to another.

Based on these differences, it is respectfully submitted claim 1 and its dependent claims are allowable over the related-art system disclosed in Applicants' specification.

Claim 10 recites "respectively storing, in different locations of a second storage area, brightness level information read out from the first storage area for a first power supply and brightness level information read out from the first storage area for a second power supply." The related-art system corresponding to Figure 4 in Applicants' specification does not perform this step. Accordingly, it is respectfully submitted that claim 10 and its dependent claims are allowable over the related-art system corresponding to Figure 4.

Claim 16 recites "respectively storing, in different locations of a second storage area, index information read out from the first storage area for one of the brightness levels in a first power mode and index information read out from the first storage area for one of the brightness levels in a second power mode." The related-art system corresponding to Figure 4 in Applicants' specification does not perform this storing step. Accordingly, it is submitted that claim 16 and its dependent claims are allowable over the related-art system corresponding to Figure 4.

Claim 20 recites a second storage area configured to "respectively storing in different locations brightness level information in a first power mode for an adjusted one of the levels and in a second power mode for an adjusted one of the levels read out from the first storage area." The related-art system corresponding to Figure 4 in Applicants' specification does not perform this storing step. Accordingly, it is respectfully submitted that claim 20 and its dependent claims are allowable over the related-art system corresponding to Figure 4.

New claims 23-26 have been added to the specification.

Claim 23 further defines the respective storing step as "simultaneously and independently storing, in the different locations of the second memory area, the brightness control information read out from the first memory area for the first and second power modes." The related-art system shown in Figure 4 does not perform this storing step.

As shown in Figure 4, first memory area 200 is provided to store brightness control information for each of an AC adaptor mode and a battery mode. When a user adjusts the brightness of the display, a corresponding index code is stored in second memory area 201 or 180. However, unlike claim 1, the related-art system of Figure 4 does not simultaneously and independently store in different locations of its second memory area the brightness control information read out from the first memory area for the first and second power modes.

Performing this simultaneous and independent storing step allows, for example, for more efficient adjustment in brightness because all the levels in the first memory area do not have to be searched through every time an adjustment is made,[1] and this is true either when an adjustment is made within the same power mode or from one power mode to another.

Claim 24 recites that the respective storing step includes "simultaneously storing, in the different locations of the second storage area, the brightness level information read out from the first storage area for the first power supply and the brightness level information read out from the first storage area for the second power supply." These features are not taught or suggested by the related-art system of Figure 4.

Claim 25 recites that the respective storing step includes "simultaneously storing, in the different locations of a second storage area, index information read out from the first storage area for one of the brightness levels in a first power mode and index information read out from the first storage area for one of the brightness levels in a second power mode." These features are not taught or suggested by the related-art system of Figure 4.

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[1] While improved efficiency may certainly prove beneficial for some applications, Applicants emphasize that this advantage is not necessary in order to distinguish claims 23-26 from the cited references. For example, in alternative embodiments that would also be covered by these claims, other advantages or performance requirements may be realized without necessarily achieving improved efficiency. Since the features of claims 23-26 cover either situation, it is respectfully submitted that the aforementioned advantages are not to be held limiting on the scope of the claims.
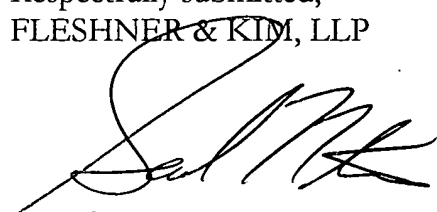
Claim 26 recites that the second storage area "simultaneously and independently stores in said different locations the brightness level information in the first power mode for an adjusted one of the levels and in the second power mode for an adjusted one of the levels read out from the first storage area." These features are not taught or suggested by the related-art system of Figure 4.

In view of the foregoing amendments and remarks, it is respectfully submitted that the application is in condition for allowance. Favorable consideration and timely allowance of the application is respectfully requested.

To the extent necessary, a petition for an extension of time under 37 C.F.R. 1.136 is hereby made. Please charge any shortage in fees due in connection with the filing of this, concurrent and future replies, including extension of time fees, to Deposit Account 16-0607 and please credit any excess fees to such deposit account.

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